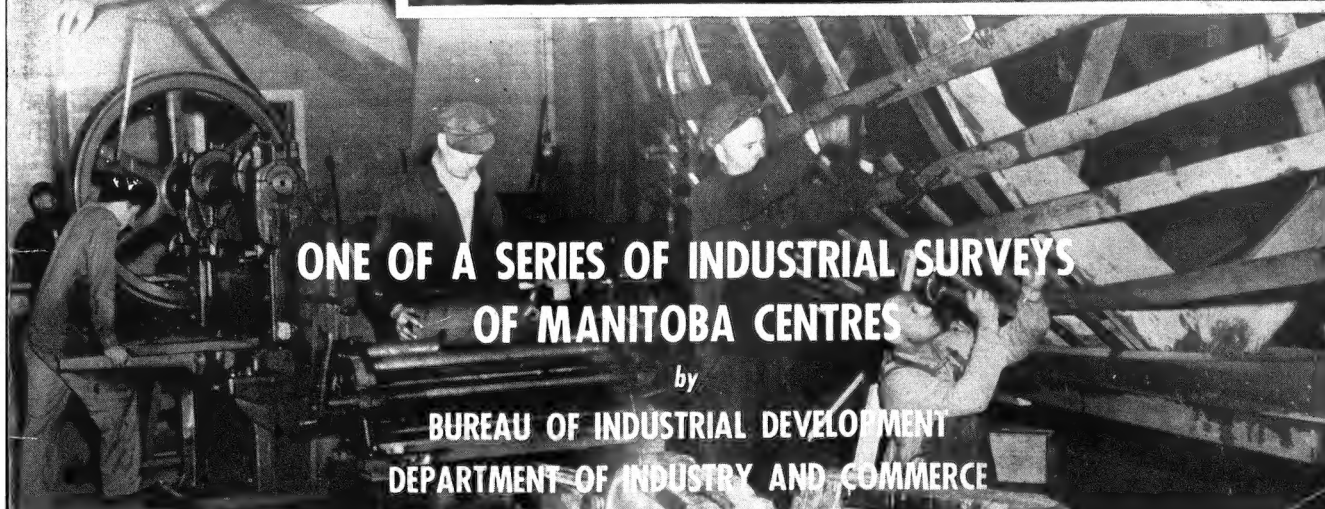




Facts About Portage la Prairie



**ONE OF A SERIES OF INDUSTRIAL SURVEYS
OF MANITOBA CENTRES**

by
**BUREAU OF INDUSTRIAL DEVELOPMENT
DEPARTMENT OF INDUSTRY AND COMMERCE**



Facts
ABOUT
Portage la Prairie

AN INDUSTRIAL SURVEY
OF
THE CITY OF PORTAGE LA PRAIRIE



Prepared By
The Bureau of Industrial Development
DEPARTMENT OF INDUSTRY AND COMMERCE
Province of Manitoba

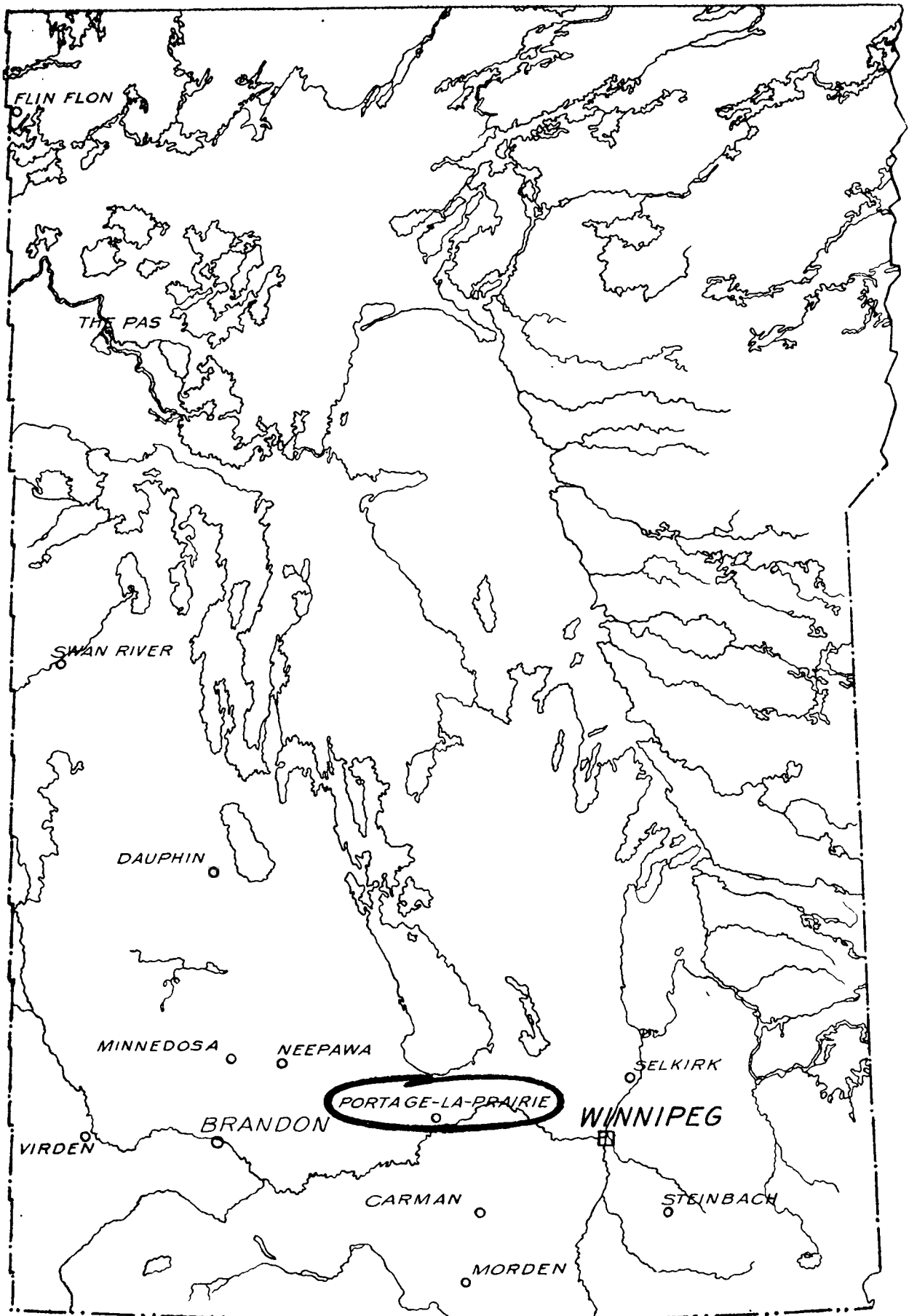
LEGISLATIVE BUILDING

WINNIPEG

HON. J. S. McDIARMID,
Minister

R. E. GROSE,
Deputy Minister

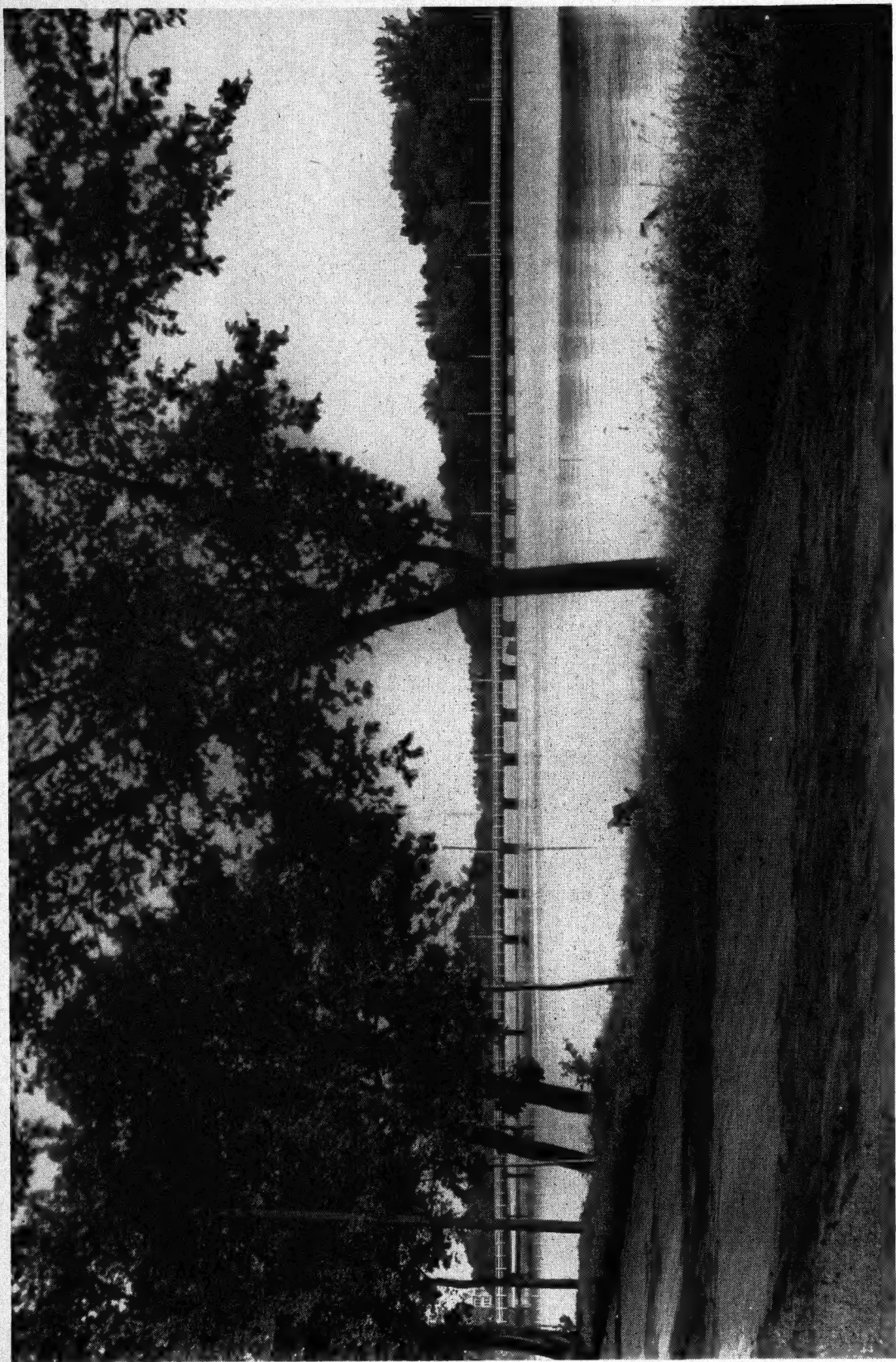
H. A. LUCKHURST
Asst. Director



Southern Manitoba, showing principal centres.

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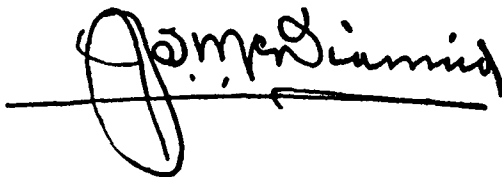
Portage la Prairie lies on the north bank of the Assiniboine River. This photograph was taken from Island Park and shows the bridge leading from the city to the park.

Foreword

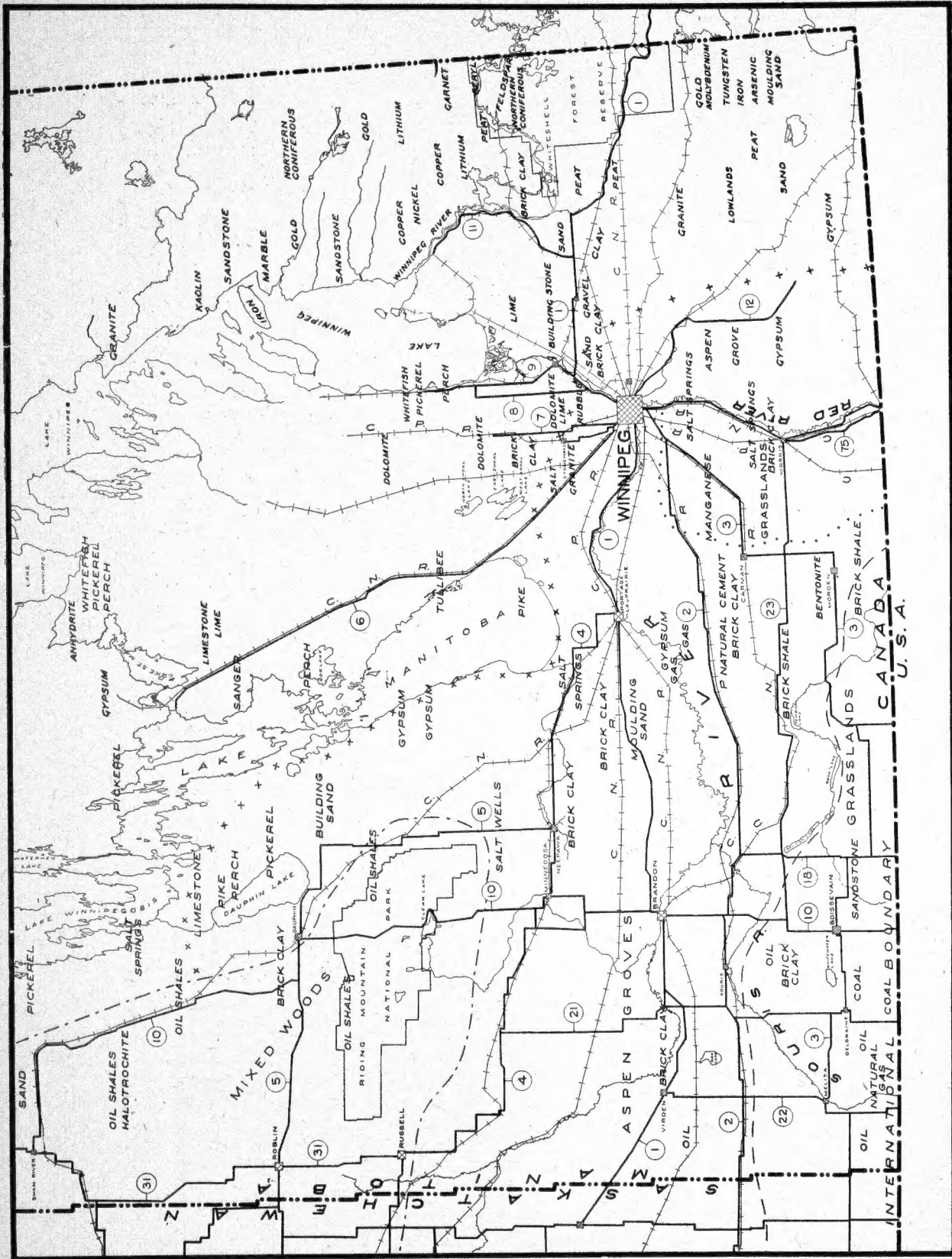
This booklet is for businessmen. It is one of a series of economic surveys published by the Department of Industry and Commerce designed to provide an inventory and analysis of physical and economic factors concerning incorporated cities and towns in the Province of Manitoba.

Manitoba cities and towns offer great advantages for production. Labour is reliable and adaptable. Communications by rail, road and air provide convenient and efficient methods of distribution. Within recent years there has occurred a notable advance in the volume and variety of Manitoba industry. A large proportion of the new projects have sprung from local enterprise, and a large number have come from other parts of Canada, the United Kingdom, the United States, and Europe. A noteworthy feature of the new development in the years succeeding the Second World War was the fact that nearly one-third of all new factories commencing operations in the province were located in the rural communities of the province.

The Department of Industry and Commerce is pleased to make this publication available for use by businessmen and organizations interested in the opportunities for the expansion of manufacturing in this area.

A handwritten signature in dark ink, appearing to read "J. P. G. Macdonald", is written over a horizontal line. The signature is stylized with a large, looped initial "J" and a long, sweeping underline.

Minister of Industry and Commerce.



Natural Resources of Southern Manitoba.

Origin and Background

The city of Portage la Prairie, population 8,511, is situated on the banks of the Assiniboine River, fifty-eight miles west of Winnipeg. Its origin dates back to 1738 when La Verendrye built Fort la Reine on the present site. The name is derived from the French fur traders who crossed from the Assiniboine River to Lake Manitoba at this point.

The Hudson's Bay Company built one of its western fur trading posts, in 1882, two miles from the centre of the present city. The first real settlement dates from 1854. The spirit of freedom and individuality of the first settlers is illustrated by the setting up of the short-lived "Republic of Manitoba," by a Thomas Spence in 1868.

Portage la Prairie has always been an important transportation centre. The river offered the easiest access to the west for the early fur traders and settlers. As early as 1870, Portage la Prairie was a promising village of 130 and a steam flour mill had been erected. The Canadian Pacific Railway mainline reached Portage in 1880 and by the following spring the population had doubled to more than 800 persons.

Portage la Prairie grew rapidly during the latter part of the nineteenth century and very slowly up to the beginning of the second world war. The large military and air force training establishments sparked a period of growth which slackened with the cessation of hostilities. During the past two years, the city has enjoyed a resumption of growth and a prosperity unparalleled in its history.



Natural Resources

The portage la Prairie soils support a diversified agriculture that is the basis of the city's economy. An important local brick making industry is based upon the excellent brick clays found in the district. The Delta Marshes, on Lake Manitoba, supply unlimited quantities of reeds for a building board industry.

The map on the opposite page shows the relationship of Portage la Prairie to the natural resources known to occur in the province.

SOIL ZONES
(Prevailing Soil Type)
Legend

L.G.D. stands for
1 Government District



Soils*

The district, surrounding Portage la Prairie, constitutes the well-known "Portage Plains," famed for excellent soils and productive farms. Stone-free, typical deep black-earth soil types prevail on the lacustrine and alluvial deposits which cover the smooth plain that extends east, north and west of the town of Portage la Prairie. North of the Assiniboine River, heavy fine loam soils of the Portage soil association have developed on delta and stream levee deposits, which are interspersed with limited areas of Morris clay. West of Portage, the slightly solonetzic Burnside soils have developed on brownish-drab silty clay. Black summerfallow on these various soils, when moist, looks like black velvet. South of the Assiniboine River and east of Portage, the Oakville soils, of high fertility, occur as juvenile soils on recent levee and on flood plain deposits.

Together the Portage, the Burnside, and the Oakville soils have been responsible for the enviable reputation held by the Portage district.

Southeast of Portage, the blackearth plain grades into the lower Assiniboine Delta. Here the Almasippi soils on sandy delta deposits are characterized by moist substrata, and although the sandy textures pre-dispose to soil drifting if the surface soil is exposed, the moist subsoil and substrata provide sub-irrigation that favors the growth of grasses, legumes, feed crops and tree culture.

Agricultural Production

The city of Portage la Prairie is situated in the middle of the rural municipality of Portage la Prairie, and draws its agricultural wealth from this municipality as well as from North Norfolk to the west. Portage la Prairie is by far the largest of the two, having 1,195 occupied farms, each with an average size of 350 acres. North Norfolk has 660 farms with an average size of 392 acres.

The principal field crops of the district are barley, wheat and oats. The livestock within the area is also very valuable. The following table shows the estimated farm cash income from the two municipalities.

	PORTAGE LA PRAIRIE	NORTH NORFOLK
Wheat	\$1,788,400	\$ 774,300
Oats	1,010,500	464,200
Barley	3,403,100	263,900
Peas	518,700	- - -
Rye	4,100	3,200
Flax	53,200	44,800
Sugar Beets	214,000	- - -
Total Field Crops	\$6,992,000	\$1,550,400
Livestock	\$2,009,300	\$1,092,500
Poultry Produce	469,600	307,700
Dairy Produce	485,600	337,800
Honey, Wax	33,700	55,500
Total	\$9,990,200	\$3,343,900

*Prepared by J. H. Ellis, Professor of Soils, University of Manitoba.



Agriculture in the Portage la Prairie district is highly mechanized. Modern combines, like these, do the work formerly done by harvesting gangs. The high capital expenditure on machinery throughout the prairie provinces assures the agricultural implement industry of a large market. The manufacture of agricultural implements and parts is of increasing importance in the city.



Portage la Prairie is the home of a plant where building panels made from reeds are produced. It is the only one of its kind in North America. The factory, pictured above, is constructed from the panels. The panels, which are suitable for interior or exterior, are being widely used because of their low cost and excellent insulating qualities.

Climate

Manitoba's climate is determined, partly, by its geographical location and, partly, by the Rocky Mountains. Since it is in the centre of a continental land mass, it is subject to extreme temperature variations. The winters are cold and the summers are hot.

The Rocky Mountains present a barrier to the moisture laden winds from the Pacific Ocean. The result is that nearly all their moisture is deposited on the western side of this barrier and, instead of being moisture laden when they cross the prairies, they have lost a large part of their moisture content.

The precipitation at Portage la Prairie averages 17.5 inches, of which 9.2 inches falls during the growing season. The length of the growing season is 144 days. It is determined by the length of time between the last late frost and the first early frost. A frost point of 29.5° F. is regarded as the point at which growth ceases and this temperature is used in determining the length of the growing season.

The mean temperatures for January and July at Portage la Prairie are -2° F. and 68° F. The minimum and maximum temperatures in January are -12° F. and 8° F. and the mean minimum and maximum temperatures in July are 57° F. and 79° F.



The main lines of both the Canadian National and Canadian Pacific Railway run through Portage la Prairie. The city's industries are assured of fast transportation service to all parts of Canada. Railway traffic averages eighty-five freight and twenty-six passenger trains a day.

Transportation

The transportation facilities at Portage la Prairie are excellent. The city is on the main lines of the Canadian National and Canadian Pacific Railways. Seven trucking firms and two bus lines provide freight and passenger service.

Railway

Portage la Prairie is a divisional point on the Canadian National Railway. Approximately fifty freight trains a day pass through the city; the majority being east-west traffic. Passenger service is five times a day to the west, twice a day to the north and seven times a day to the east and south.

Nineteen eastbound and sixteen westbound freight trains a day pass through Portage la Prairie over the Canadian Pacific Railway. Passenger service is six times a day to the east, four times a day to the west, and twice a day to the north.

Portage la Prairie is classed as a distributing centre. In general, merchandise sent from Portage la Prairie is subject to distributing class rates. However, in order to compete with other forms of transportation, lower competitive rates are allowed on some goods. Certain goods may be subject to commodity rates which are less than distributing class rates.

The following are the distributing class rates between Portage la Prairie and Winnipeg (January, 1953). They are quoted in cents per hundred pounds.

Distributing class rates between Portage la Prairie
and Winnipeg in cents per hundred pounds.

Class	Rate
1st	72
2nd	61
3rd	51
4th	38
5th	37
6th	32
7th	25
8th	28
9th	Special Rate on Livestock.
10th	21

Highway

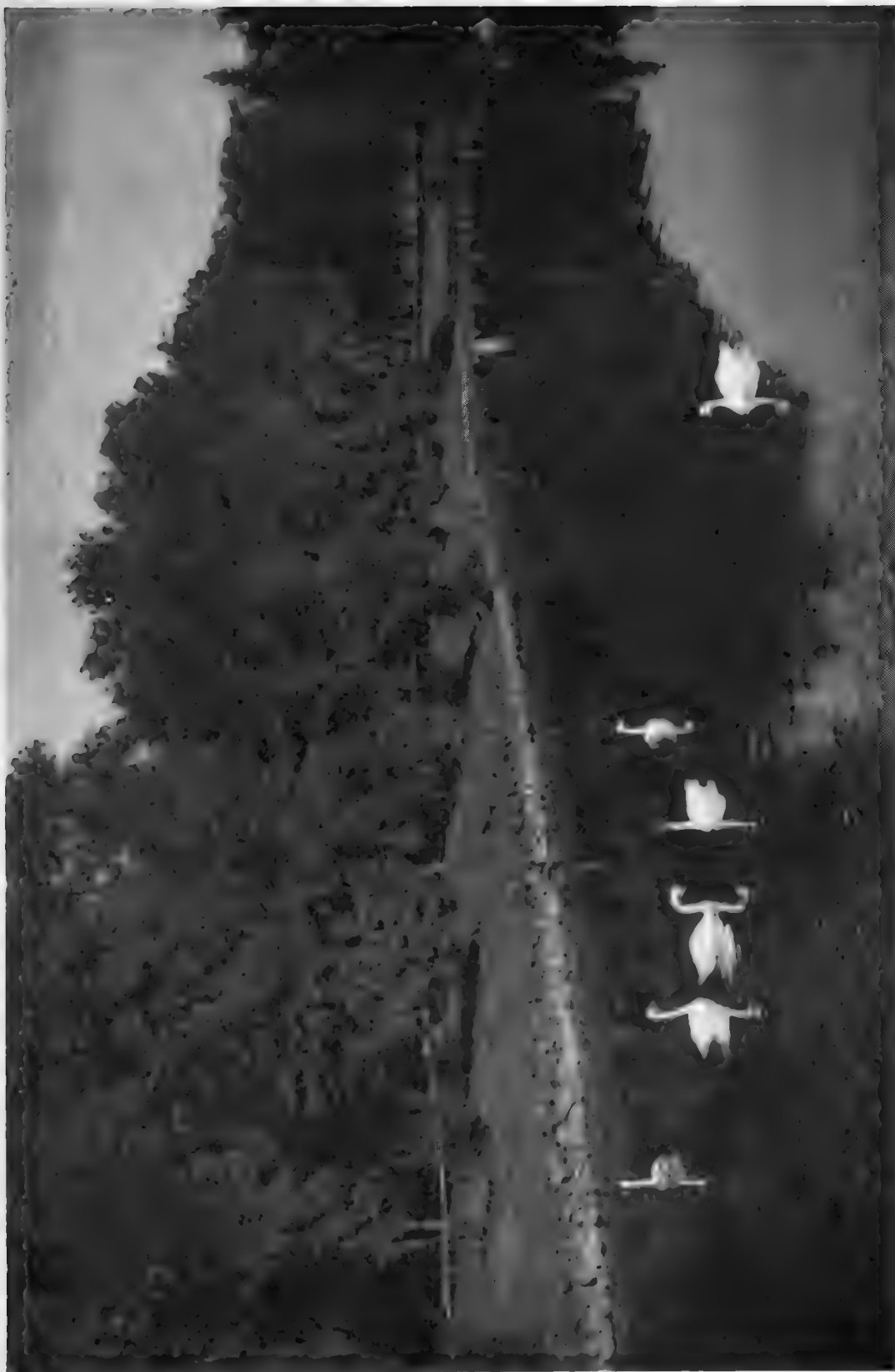
The twin barriers, created by Lake Manitoba and the Assiniboine River, funnel a substantial portion of Manitoba's east-west traffic through Portage la Prairie. Provincial Highways Nos. 1 and 4 offer all-weather access from the east, north and west, and a number of secondary roads converge on the city.

Daily bus service is provided by the Greyhound Bus Line Ltd. and a local service is offered by Webb Bus Lines. Truck service is provided by MacArthur & Son Ltd., Johnson's Cartage, G. W. Love Transfer, Ramsay Transportation, Royal Transportation Tomalin's Transfer and Canadian Pacific Transport. General freight service is offered by Canadian Pacific Transport, MacArthur & Son Ltd., Ramsay Transportation and Royal Transportation—the others offer a limited service in farm produce and machinery.

In Manitoba, the licensing of highway freight and passenger carriers is under the control of the Municipal and Public Utility Board. The following rates apply to highway freight between Portage la Prairie, Winnipeg and Brandon. The rates are quoted in cents per hundred pounds.

Highway freight rates in cents per hundred pounds

Between Portage la Prairie and Brandon		Between Portage la Prairie and Winnipeg	
1st Class	68	1st Class	50
2nd Class	56	2nd Class	42
3rd Class	45	3rd Class	35
4th Class	35	4th Class	27



Island Park is one of the most attractive municipal parks in the province. People from all over the province visit the Park, for picnics and to enjoy restful scenery.

Communications

Three newspapers are published in Portage la Prairie, two by Vopni Press Limited and one by The Enterprise Press Limited. The Daily Graphic, which has a circulation of 2,100 and the Manitoba Leader, which has a circulation of 1,445, are published by Vopni Press Limited. The Enterprise, a weekly, has a circulation of 1,128. It is published by The Enterprise Press Ltd. Both the large Winnipeg dailies, the Winnipeg Free Press and The Winnipeg Tribune, are sold in the city.

The following statistics on the radio listening habits of Portage la Prairie have been provided through the courtesy of Elliott Haynes Limited, a firm specializing in advertising research. There are 5,000 radio homes in the district. The radio stations most frequently listened to, and their percentages of the radio audience are: CKRC, 35%; CJOB, 16%; CBW, 21%; CKY, 9%; CKSB, 11%; Others, 8%. Station CBW is the regional link in the Trans Canada network of Canadian Broadcasting Corporation; CKRC, although privately owned, carries many of the dominion network programs. Station CKSB broadcasts in the French language and it is the Manitoba outlet for a number of programs originating on the French Canadian network. The remainder are all privately owned, with studios in Winnipeg.

The telephone exchange is operated by the Manitoba Telephone System—a provincial crown corporation. It is of the common battery type. The number of telephone services in operation at December 31, 1951, were 1,832 local and 941 rural. During the year, 219 local and 52 rural services were installed.

Telegraph service is provided by Canadian Pacific Telegraphs Limited and Canadian National Telegraphs Limited—subsidiaries of the railways.

Postal service, provided by the Government of Canada, brings Portage la Prairie within 36 hours of all major North American centers and 60 hours of the United Kingdom. The city is one of the few centers, outside Winnipeg and Brandon, to have a letter carrier service. It was inaugurated in 1948.

Fuel

The neighboring provinces of Saskatchewan and Alberta contain some of the major coal fields to be found in Canada. Lignite, which has a heating value averaging 7,200 B.T.U. per pound, is mined at Beinfait and Estevan in Saskatchewan. The bituminous coals produced in Alberta, have heating values of between 12,000 and 14,000 B.T.U. per pound. Both types are used extensively in Portage la Prairie.

The use of fuel oil for industrial and domestic heating purposes is increasing. This has been largely due to the reduction in the price of fuel oil, in the last year, owing to the operation of the Interprovincial pipeline running from Edmonton, Alberta to Superior, Wisconsin.

Power

The Manitoba Power Commission, a provincial crown corporation, distributes hydro electric energy in Portage la Prairie. Current is obtained from the Fort Garry terminal. The Fort Garry terminal station obtains power from the Seven Sisters, Pinawa and Great Falls plants. There is a combination outdoor and indoor static sub-station at Portage la Prairie at which current is transformed down from 66,000 volts to 2,300 volts by an outdoor bank of three 500 k.v.a. transformers.

There was 3,000 k.v.a. surplus capacity available as of March 31st, 1952. During the fiscal year, 7,015,554 k.w.hrs. of energy were consumed and there were 2,249 meters in service. During the year there were a total of 58 minutes of interruptions to service due to storms.

The following are the standard power and commercial rates in effect in Portage la Prairie.

Power Rates—For Motor load of 2 h.p. and over—

First 30 hours use of 80% of total connected load or monthly established demand in k.v.a. at 5c per k.w.h.

Next 30 hours use of 80% of total connected load or monthly established demand in k.v.a. at 3½c per k.w.h.

Balance of energy used the same month at 1c per k.w.h.
10% Prompt Payment Discount.

Minimum Monthly Bill—\$1.50 per k.v.a. of 80% of total connected load or monthly established demand in k.v.a., provided, however, the demand for billing purpose shall in no event be less than 25% of the highest established demand in the previous twelve months.

Wholesale Discounts:

On the first \$200.00 gross bill each month No wholesale discount.
On the third \$100.00 gross bill same month 10% wholesale discount.
On the fourth \$100.00 gross bill same month 20% wholesale discount.
On the fifth \$100.00 gross bill same month 30% wholesale discount.
On all that portion of gross bill in excess of \$500.00
the same month 40% wholesale discount.

Commercial Rate:

For lighting Service for loads with a demand not in excess of 20 k.v.a. with larger loads subject to review.

First 100 k.w.h. used each month at 6c per k.w.h.

Next 200 k.w.h. used same month at 3c per k.w.h.

Balance of energy used same month at 2c per k.w.h.

10% Prompt Payment Discount.

Minimum Net Monthly Bill—\$1.00.

Sites

The map on page 34 shows that there are five industrial areas in the city, bordering the Canadian Pacific and the Canadian National Railways. Water mains do not enter any of these zones; however, mains terminate or parallel three of them. The boundaries of the industrial area will be fixed when the zoning by-law, being considered by the city council, has been passed.

A by-law was adopted on April 15, 1940, to consolidate the by-laws for the protection of the city against fire danger. The by-law provides that no building may be erected within the fire limits unless the main and party walls are composed of incombustible material. The by-law contains regulations regarding the alteration of buildings, the construction of chimneys, the storage and handling of inflammable liquids and explosives and installation of stoves and furnaces and the construction of fireplaces and disposal of ashes, etc.

The mercantile district is confined to twelve blocks on Saskatchewan Ave. The buildings are mostly of brick and concrete construction not over three and a half storeys in height. The main business section is closely built up and the stores are modern and attractive. Saskatchewan Avenue is 132 feet in width. It is hard-surfaced and is bordered by cement sidewalks.

Water

The water supply is obtained from an infiltration gallery in the bed of the Assiniboine River about $3\frac{1}{2}$ miles from the city. The water is pumped to a filtration plant and, after treatment, is pumped into standpipes of 300,000 and 240,000 gals. capacity.

There are 1,450 domestic services, 230 commercial services and 195 hydrants on the distribution system which consists of 15 miles of cast iron mains. There are 732 meters and consumption is about 1,000,000 gallons per day. The pressure is 35 pounds per square inch.

The recent expansion of facilities at the south airport has caused a strain on the waterworks system. The system is to be modernized and expanded at a cost of \$175,000. The Government of Canada will pay \$100,000 and the city \$75,000. The proposed plan calls for the modernization of the raw water plant and the sedimentation system and an increase in the capacity of the filtration plant. When the changes are complete the capacity will be 2,000,000 gallons per day.

The commercial monthly water rates are:

Minimum charge is 500 cu. ft. at \$2.75
First 650 cu. ft. at 50c per 100 cu. ft.
Next 5,000 cu. ft. at 35c per 100 cu. ft.
Remainder at 25c per 100 cu. ft.



Crescent Lake makes an excellent course for outboard motor boat racing—a popular sport in the city

The water available at Portage la Prairie is hard as will be seen from the following analysis. The total solids are greater than the 500 parts per million which is recommended. The amount of iron is not sufficient to impart any colour.

Appearance	Slight turbidity
Odour	Absent
pH	7.0
Calcium (Ca)	107.0 ppm
Magnesium (Mg)	46.8 ppm
Iron (Fe)	0.1 ppm
Bicarbonate (HCO ₃)	405.0 ppm
Carbonate (CO ₃)	Nil
Chloride (Cl)	16.6 ppm
Sulphate (SO ₄)	186.0 ppm
Total Solids	664.0 ppm
Alkalinity (CaCO ₃)	332.0 ppm
Total Hardness	461.0 pp, equivalent to 32.2 gr. per gallon

Population

There were 8,511 persons living in the city of Portage la Prairie at the time of the 1951 census. The municipal census for 1952 shows the population as 9,500. The 1951 census statistics represent an increase of 11.6 per cent over 1946 and 18.4 per cent over 1941. During the period from 1926 to 1936 the population of the city remained stationary, only varying between a low of 6,513 and a high of 6,597.

The population of the surrounding rural municipalities of Portage la Prairie, North Norfolk and Westbourne have varied very little during the interval from 1926 to 1951. As far as the rural municipality of Portage la Prairie is concerned, the census statistics indicate that the variation has been between a low of 6,632 in 1926 and a high of 6,923 in 1946. The present total of 6,700 represents a decrease of 3.2 per cent in the last five years. The number of persons living in the rural municipality of North Norfolk remained within 70 of the 4,097 recorded in 1941, throughout the period from 1931 to 1946. The drop from 4,021 to 3,558 which occurred between 1946 and 1951 represents an 11.5 per cent decrease. The rural municipality of Westbourne is the only one of the three to record a slight gain throughout the quarter century. The 1951 total of 3,296 represents a 3.2 per cent increase over 1946 and an 11.4 per cent increase over 1926.

There were 4,087 male and 4,424 female residents of the City of Portage la Prairie in 1951. This is a ratio of 100 to 108. In common with the remainder of rural Manitoba, the number of male exceeds the number of female residents in the rural municipalities. The male to female ratios are 100 to 87 in the R.M. of Portage la Prairie, 100 to 80 in North Norfolk and 100 to 84 in Westbourne.

The people of Portage la Prairie are predominately of Anglo Saxon origin. The 1951 census shows 5,615 or 65.9 per cent are of British origin; 903 or 10.6 per cent, Ukranian; 600, or 7.0 per cent, French; 396, or 4.6 per cent, Polish; 215, or 2.5 per cent, German; 221, or 2.5 per cent, Netherlands; 168, or 1.9 per cent, Scandinavian; 75, or 0.8 per cent, Jewish; 69, or 0.8 per cent, Russian; 8, or 0.09 per cent, Italian; 25, or 0.3 per cent, Indian. There are 255, or 3.0 per cent of other racial origin.



There are two pea and seed cleaning plants in Portage la Prairie. The peas, brought in truckloads to the plant, are cleaned and bagged. About two carloads a day are loaded and shipped to eastern Canada.

Labour

Of the 8,511 people living in Portage la Prairie, there are 5,386 between the ages of 15 and 65. This is 63.2 per cent of the population. The census statistics available do not show the number of persons by sex, however, by assuming that the ratio of male to female, for the city, holds for this age group, it is estimated that there are 2,589 men and 2,797 women who comprise the working group.

The census also shows that there are 2,066 single persons over 15 years of age. Of this number it is estimated that 993 are men and 1,073 are women.

The occupation statistics which follow show that 77 women and girls are presently employed. The apparent discrepancy between this figure and the number of single

women of working age may be explained by the fact that the table lists only the occupation of householders and boarders while very few of the single girls fall within this grouping.

The size of the potential labour force is indicated by the number of placements which average 100 men and 50 women a month. There were 1,834 employees placed during 1951.

The following statistics were compiled from the Rural Directory issued by the Post Office Department for February, 1952. They show the occupations of householders and boarders who have given the city of Portage la Prairie as their postal address. A large portion of the "Farmers" have a general delivery address and they may, or may not, reside within the city limits. More than half the "Independent and Retired" group are women.

Clerks	58
Farmers	300
Independent and Retired	415
Manager	47
Professional	47
Proprietors	153
Railway Employees	91
Skilled	185
Semi-skilled	107
Unskilled	557
Women	77
Other	152
Total	2,189

The professions include eleven barristers, four dentists, nine physicians and two veterinarians.

Legislation Affecting Labour

All wages, with certain exceptions in agricultural and domestic service occupations, are subject to the Minimum Wage Act of Manitoba. This Act stipulates the minimum below which wages must not go. Present minimum wage rates are \$0.48 an hour for experienced male workers under 18 and \$0.60 for those 18 and over. The present wage level of 90c per hour for unskilled labour is well above the minimum. Experienced female workers in urban areas have a minimum rate of \$0.48 an hour for those under 18 and \$0.55 an hour for those 18 and over. In rural areas the rates are \$0.45 an hour for those under 18 and \$0.52 an hour for those 18 and over. In accordance with the Manitoba Fair Wage Act, two Fair Wage Boards are active in the Province, governing the construction and hairdressers industries respectively. These Boards establish minimum Fair Wage rates and maximum hours for the different groups. Under the Manitoba Vacations With Pay Act, all employees who complete a year's service are entitled to not less than one week's annual vacation with pay and two weeks with pay is mandatory following the completion of three years continuous service. The Labour Relations Act provides for a Labour Relations Board to promote equitable relations between employers and employees and to facilitate the just settlement of disputes. The Board is composed of a chairman, three members representing management and three representing labour. Subject to certain revisions warranted

by special circumstances, the Hours and Conditions of Work Act, administered by this Board, specifies an eight-hour day, a forty-eight hour work week for male employees, a forty-hour week for female employees, overtime rates of time and a half, the observance of statutory holidays, and notice on termination of employment. The Workmen's Compensation Act established a provincial accident fund from which compensation is paid to disabled workers and to dependents of workers killed in the course of employment. Employers pay into the fund and are insured against liability for employees' accidents. The Manitoba Factories Act sets forth detailed regulations for safety, health and welfare of workers and for the systematic inspection of plants.

Markets

The boundaries of Portage la Prairie's trading area lie about 15 miles to the north, east and south of the city and about 30 miles to the west and northwest. There are 20,000 people living in the city's trading area.

Portage la Prairie, and most of its trading area, lie within the boundaries of census division number 6. Residents of this census division enjoyed a per capita income of \$1,413, in 1951—one of the highest in the whole province. The personal income of the people living in the city's trading area was \$28,260,000 for that year.

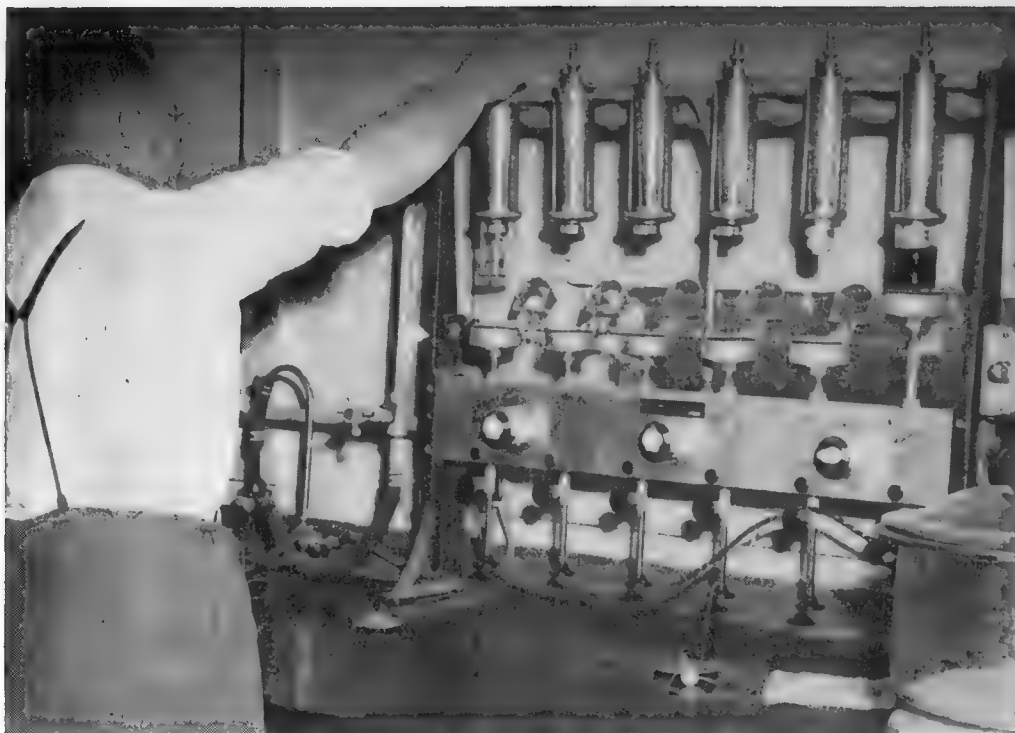
The Department of Industry and Commerce made a survey of retail sales in Portage la Prairie for this brochure. The survey showed that \$15,366,000 was spent for merchandise and certain services. This represents 54.4 per cent of the income of the people living in the city's trading area.

Retail sales, during the last two years, have been the highest ever recorded. This is due, partly, to the influx of military personnel, and their families, as a result of the expansion of the Royal Canadian Air Force Training School. However, the bulk of the increase is due to buoyant farm revenues and to a slight rise in industrial activity. During 1951, per capita retail sales for the city were \$1,805—more than double the retail sales of \$858, per capita, for the province. The fact that per capita retail sales in the city exceed per capita income, is an indication of the way in which people from the surrounding area are attracted to Portage la Prairie.

High personal incomes and the expansion of air force training facilities, have led to a rapid rise in retail sales from one year to the next. The statistics, from the survey, show that retail sales in 1951 were 23.3 per cent above those for 1950. This compares favourably with an increase of 14 per cent for the province as a whole. During the course of the survey, most of the business leaders mentioned that sales were up 25 per cent above 1951. In view of this, an estimate that sales exceeded \$18,000,000 in 1952 would not be unreasonable.

The prairie provinces of Manitoba, Saskatchewan and Alberta form the natural market for Manitoba industry. According to the Dominion Bureau of Statistics, retail sales in Manitoba were \$666,701,000 in 1951. Retail sales in all three prairie provinces amounted to \$2,114,356,000.

The following table was compiled from data obtained during a special survey of retail establishments in Portage la Prairie. It shows the gross sales of retail establishments and certain personal service industries for 1950 and 1951. The establishments



Part of the laboratory equipment at the pilot plant operated by the Fibre Division of the Canadian Government Department of Agriculture. Studies dealing with the utilization of linseed flax straw and fibre flax straw are conducted.

have been grouped according to their major business. For security reasons, each classification represents the gross sales of at least four establishments. The classifications represent the sales of a group of stores and shouldn't be interpreted as being the sales of particular classes of goods.

Seventy-seven per cent of the establishments co-operated in the survey. Their sales represent eight-five per cent of the sales shown in the table below. The majority of the establishments which didn't co-operate were small. Their sales have been estimated from the known sales of similar establishments.

	GROSS RETAIL SALES	
	1950	1951
Barbers and Beauty Shops.....	\$ 51,000	\$ 58,000
Bulk Fuel.....	1,027,000	1,266,000
Clothing.....	841,000	969,000
Garage and Service Stations.....	2,890,000	3,609,000
Grocery and General Store.....	1,639,000	2,101,000
Hardware and Electrical Appliances.....	560,000	622,000
Implement Dealers.....	1,255,000	1,922,000
Restaurant.....	536,000	652,000
Other.....	3,665,000	4,167,000
Total.....	\$12,464,000	\$15,366,000

Service Industries In Portage la Prairie

The following is a list of the business establishments in Portage la Prairie. Those marked with an asterisk were not included in the survey of retail establishments. Secondary lines are shown in brackets.

Barber and Beauty Shop

Avalon Beauty Shoppe
Busby, Fred, Barber Shop
Beauty Nook Salon
Carter, Miss Violet (Hairdresser)
Cochlan's Barber Shop
Dema's Modern Beauty Salon
Gordon's Hairdressing
Jim's Barber Shop
Joe's Barber Shop
Miladi's Beauty Salon
Violet's Beauty Salon

Bulk Fuel

British American Oil Co. Ltd.
Imperial Oil Limited
McColl-Frontenac Oil Company Limited
North Star Oil Limited
Portage Consumers Co-op Ltd.

Clothing

Barrett's Shoe House & Canvas Division
Fairburn's Men's Wear
Krinkle's Departmental Store
May's Wool Shop
McCleary's Ladies' Wear
Narvey's Department Store
Polly Shop (Children's Wear)
Prior, N. J. and Co. (Dry Goods)
Rabkins Dry Goods Store
Rey, S. (Tailor, Furrier, Dry Cleaner)
Ralph's Department Store
Thelma's Millinery
Wishart's Shoe Store
Witherspoon, A. M. (Millinery)
Vogue, The (Ladies' Wear)

Garage and Service Station

Beacon Service Station
Bradley's Service Station
Brown & Lowry
Brown & Short Motors Ltd. (Implement)
Bryson's Garage
Carmichael's Service Station
City Auto Body Shop
Dahl, Frank Service Station
Davis' Service Station
Dyer Brothers Service Station
Ewing's Service Station
Green's Service Station
Human's Service Station
Johnson Motors
Johnston Motors
Kitson's Service Station
Lyon's Garage
Mayfair Motors Limited
Portage Auto Body
Portage Garage
Preston Auto Electric
Radford's Service Station
Ted's Tire Shop
Wilman's Service

Grocery and General Store

Brockie's Grocery
Campbell, J. & Co. Ltd.
Canadian Safeway Stores Ltd.
Community Grocery
East End Grocery
Eaton, T. Co. Ltd.
Eddie's Store
Ellwood's Store
Golden West Store
Gordon Waters Grocery
Greenberg's Groceteria
Holubowich, J.
Logue's Grocery
MacDonald's Food Market
Mucha's Filling Station
Newman Bros. Red & White
North End General Store
Panko's Store
Roy's Grocery
Showchuk, T.
Star Grocery
Stebeleski's General Store
Trakalo's General Store
Victory Grocery
Wasylek, A. D. (Confectionery)

Hardware and Electrical Appliance

Davis Radio Service
Earl, R. B. & Co.
Electrolux (Canada) Ltd.
Macleod's Limited
Manitoba Power Commission
McLean's Radio Electric
Portage Hardware Limited
Singer Sewing Machine Co. Ltd.
Snider Hardware Limited

Implement Dealer

Burton Farm Equipment
Christianson, B. & Sons (Garage)
Crealock, W. B.
Garven & Russell (Garage)
Grant-Brown Ltd.
Sherritt, G. W. & Sons

Restaurant

Art's Snack Bar
Audrey's Duck Inn Luncheonette
Benny's Lunch Bar
Bus Depot
Chan's Steak House
Dick's Cafe
Double I Snack Bar
Dutch Maid
Jimmy's Cafe
Joe's Lunch Bar
Lee's Cafe
Olie's Restaurant
Olympia Cafe
Panko, M., Snack Shop
Robbie's
Roy's Snack Bar
Zola's Snack Bar

Other

Albion Hotel
 Andrich & Company Locker Plant
 Army, Navy and Air Force Veterans
 *Arrow Taxi
 *Baskier, L. C. (Trucking)
 Bailey's Meat Market
 Beaver Lumber Co. Ltd.
 *Beck, J. (Electrical Contractor)
 Burk's Meat Market & Locker Plant
 Callan's Shoes Ltd.
 *Canada West Grain Co. Ltd. (Elevator)
 Carmichael, S. A. (Tinsmith)
 *Chartrand & Methelal (Auctioneers)
 City Billiard Hall
 Costigan's, C. (Confectionery, Tobacco,
 Wholesale and Retail)
 Costigan's, C. (Confectionery)
 Cole, C. E. (Jeweller)
 Colley, G. (Electrical Contractor)
 Crescent Creamery Co. Ltd. (Pasteurization
 Plant)
 Dann, Roland (Dry Cleaning)
 *Daoust, E. (Flour and Feed)
 *Dickson, F. H. (Plumber)
 Dillon & Brockie (Electrical Service)
 Dodgson & Wynn (Plumber)
 *Dodgson, C. J. (Electrical Contractor)
 Dow Signs (Art and Craft Supplies)
 *Elite Theatre
 *Elwood, W. & G. (Building Contractor)
 *Enterprise Press Ltd. (Printer)
 Forsythe, A., Coal Co. Ltd.
 Fuller's Bakery
 Gabel's Jewellery
 Garland & Wilson (Jeweller)
 Gibb & Ellwood Lumber Co. Ltd.
 *Gillis & Warren Ltd. (Automotive Supplies,
 Wholesale)
 Gorai Brothers (Billiards)
 Gray, W. (Welding)
 *Green's Painting and Decorating
 *Hambley, J. J., Hatcheries
 *Hay, H. G. & Co. (Decorator)
 Henry's Auction Mart
 Hill, Russell (Tire Service)
 Hill's East Drug Store
 Hill's West Drug Store
 Hotel Portage
 Johnston, R. A. (Second Hand Furniture)
 Kent's (Music Store)
 *Knox, A. E. (Cartage)
 *Lake of the Woods Milling Co.
 Ltd. (Elevator)
 Lazarenko's (Shoemaker)
 Leland Hotel
 Lee Bros. (Blacksmith)
 Linton, W. F. (Locksmith)
 Linden's Flowers
 *Love's Transfer
 *MacInnes, J. C. (Heating Contractor)
 Manitoba Liquor Control Commission

*Manitoba Cooperative Poultry Marketing
 Association Limited
 *Manitoba Pool Elevators
 Mayfair Hotel
 Maxwell Studios
 *McCabe Brothers, Grain Co. Ltd.
 McCulley's Upholstery
 McKay, J. G. (Heating Service)
 McKillop's Ltd. (Funeral Directors, Furniture)
 McMaster, G. R. (Funeral Directors, Furniture)
 *McMurrick, J. (Cartage)
 Metropolitan Stores Limited
 Mil-Jeanne Flowers
 *Nichol's Taxi
 *Nick's Taxi
 Painter's Shoe Repair
 *Park Carman Hatchery
 Perth's Cleaners
 *Pierce (Painter)
 *Plains City Electric Co. (Electric Contractor)
 *Playhouse Theatre
 Portage Bowling Alleys
 *Portage Cartage
 Portage Creamery, The (Pasteurization Plant)
 Portage Ice
 Portage Photo Studio
 Portage Lumber Ltd.
 *Portage Steam Baths
 *Portage Taxi
 Pragnell's Bakery
 Preston Auto Electric
 *Prairie Produce Co. (Egg Grading)
 *Prout's Seed House
 Purity Ice Cream Depot
 *Richardson, James & Sons Ltd. (Grain
 Merchants)
 Ripley's Drug Store
 Olwyn's Gift Bar
 *Olwyn's Taxi
 *Rodgers & Son (Wholesale Tobacco)
 Roland, Dann (Dry Cleaning)
 *Royal Transportation Ltd. (Trucking)
 *Sanderson, O. (Plumber)
 *Sanderson, T. C. (Contractor)
 Sharp, C. J. & Son (Fuel)
 Sherwin-Williams Paint Store
 Simpson, Robert, Western Ltd.
 *Strutt, E. (Plumbing and Heating)
 *Sunshine Chick Hatcheries
 *Smitty's Taxi
 *Syke's Taxi
 *United Grain Growers Ltd. (Elevator)
 *Upward & Beck (Trucking)
 Usey Shoe Repair
 *Vopni Press (Publishing)
 *Walker, J. R. (Electrical Contractor)
 Ward, E. (Machine Shop)
 *Webb Bus Lines
 West End Recreation Centre
 Wishart, S. (Tailor)
 Woolworth, F. W. & Co. Ltd.
 *Veteran's Painting

Financial Services

Four of Canada's banks have branches in Portage la Prairie; they are the Bank of Montreal, the Bank of Nova Scotia, the Canadian Bank of Commerce and the Imperial Bank of Canada. Chartered banks in Canada operate on the branch system. This has resulted in Canadian banks being among the largest and most stable in the world.

All the usual banking services are available in Portage la Prairie, including: savings accounts, safety deposit boxes, chequing accounts, short term loans and the transfer of money to foreign countries. Interest rates on short term loans vary from 4 to 6 per cent, the legal maximum.

The headquarters of the Portage la Prairie Mutual Insurance Co. is located in the city. It handles fire and personal property insurance. There are thirty-two agents, holding certificates of authority under The Manitoba Insurance Act, residing in the city.

The Portage la Prairie Credit Union was organized in 1944 but, until recently, it has been operating on a limited scale. It has 168 members. Since its inception the society has loaned \$110,000, mostly in small personal loans.

Manufacturing and Processing

Portage la Prairie is the fifth most important manufacturing centre in Manitoba. The latest statistics available on manufacturing and processing industries in the city are those published by the Dominion Bureau of Statistics for the year 1949.

These statistics show that the 19 manufacturing and processing establishments employed 260 and paid out \$368,534 in salaries and wages—an average wage of \$1,417 per employee. This was considerably less than the average wage of \$2,052 per employee for the province.

The gross value of production was \$1,787,659. Production per employee was \$6,875, slightly more than half the \$11,313 per employee for the province. Both the low wage and the low value of production per employee are due to the garment industry, which is of greater relative importance in the city than in the province.

Products Manufactured and Processed

The garment industry employs the largest number of workers; nevertheless, the manufacturing and processing of agricultural products are the most important industries.

One of the largest brick kilns in Manitoba is located in the city. The bricks are made by a stiff mud process and are distributed from Ontario to Edmonton, Alberta. The bulk of production goes to Ontario and Saskatchewan.

The butter manufactured in Portage la Prairie is shipped in bulk to Winnipeg and sold through brokers. Egg grading and poultry processing are important. The products are shipped to Winnipeg. Processing feed is also important. Concentrates and some feeds are distributed locally and some are marketed as far east as Quebec. The processing of dried peas is an important local industry. One plant handled 210,000 bushels of peas and 20,000 bushels of wheat for export in 1951. Each spring from ten to fifteen thousand bushels of flax and 300,000 pounds of sweet clover seed are cleaned. The peas are brought in truck loads to the plant from the field. They are cleaned and bagged. About two carloads a day are loaded and shipped to Montreal and Quebec, in the province of Quebec, and to Renfrew, Ontario.

The manufacturing of agricultural implements and parts has been an important local industry for twenty-one years. This industry has been augmented by the

establishment of a branch of an American organization which will manufacture parts for, and assemble, self propelled swathers and spraying and dusting equipment.

A recently established industry, and the only one of its kind in Canada, involves the manufacture of building panels from reeds which grow on the Delta marshes—fifteen miles north of the city. The reeds are picked from the marshes with grain type binders. At the factory they are compressed into five by eight foot panels by ten-ton machines. The panels may be used for interiors or exteriors. They are popular with builders owing to their low cost and insulating qualities.

Although it is not a commercial manufacturing industry, the flax fibre plant is locally important. The Fibre Division of the Canadian Department of Agriculture conducts tests of new varieties of flax to determine their adaptability and relative economic return as compared with other crops. The mill at Portage la Prairie is well equipped for experimental and investigational work on the utilization of linseed flax straw and fibre flax straw both commercially and on a laboratory scale.

The following manufacturing establishments are located in Portage la Prairie.

Alsip Brick, Tile & Lumber Ltd.	Bricks
B.C. Pea Growers Ltd.	Dried Peas
Barss & Johnson	Cabinets and Furniture
Barrett, Reginald	Harness and Saddlery, Canvas Goods
Brooker Industries Ltd.	Self Propelled Swather, Spraying and Dusting Equipment
Crescent Creamery Co. Ltd.	Butter, Milk
Delta Apparel Industries Ltd.	Work and Sport Clothing
Dow Sign Co.	Signs, Plaster Novelties
Dutch Panels Ltd.	Exterior and Interior Building Panels
Enterprise Press Ltd.	Publishing
Gwinn & Simpson Co. Ltd.	Memorials
Link Mfg. Co. Ltd.	Parts for Grain Loaders and Fanning Mills, Rod Weeder
Manitoba Dairy & Poultry Co-operative Ltd.	Eggs, Poultry
Manitoba Pool Elevators	Stock and Poultry Feeds
McAllister Pea and Seed Cleaners Ltd.	Dried Peas
McCabe Grain Co. Ltd.	Stock and Poultry Feeds
Portage Creamery Ltd.	Butter
Portage Ice Co.	Ice
Portage Memorials	Memorials
Portage Soda Water Works	Carbonated Beverages
Semerick Bros.	Sash and Door
Vopni Press Ltd.	Publishing

Municipal Affairs

In Manitoba, jurisdiction over the financial affairs of local authorities, who are or have been in an insolvent position, is vested in the Municipal and Public Utility Board. The City of Portage la Prairie defaulted payment of interest in 1939 and payment on principal in 1940. Supervision of the financial affairs of the city was assumed by the Board in 1941. Debentures in the hands of the public were exchanged for new 25-year 4½% debentures in 1943, and the debt to the Province was cleaned up by the exchange of Manitoba Bonds held in the Sinking Fund. The debt was refunded in 1944 by the issue of new 20-year debentures bearing interest at 3 to 3¼ per cent. At the end of 1951 the city's debt stood at \$281,000, only 40.7 per cent of its 1939 debt of \$689,903.93.



These modern, attractive stores are typical of those lining Saskatchewan Ave., the city's wide main street. Twenty thousand people purchase the majority of the goods and services that they require in Portage la Prairie. In 1951 they bought \$15,366,000 worth of merchandise.

The following tables present a break-down of the 1952 budget showing expenditures and revenue.

	Estimated Expenditures	Tax Reserve	Total Required	Mill Rate
<i>Uncontrollable</i>				
Schools (General and Special) . . .	\$120,555.00	\$ 6,027.75	\$126,582.75	26.084
Parks Board Levy	4,621.75	231.09	4,852.84	1.
Municipal Commissioner	748.04	37.40	785.44	.167
Health Unit	4,251.95	212.60	4,464.55	.95
<i>Debenture Levy</i>				
Waterworks	18,268.34	913.42	19,181.76	4.08
Municipal Debt	9,134.16	456.71	9,590.87	2.04
<i>Deferred Levies</i>				
Water and Sewer	4,499.64		4,499.64	1.0
City Share of Water and Sewer . . .	4,666.40		4,666.40	
Tupper St. Paving	695.50		695.50	
	\$167,440.78	7,878.97	175,319.75	35.321
<i>Controllable</i>				
Local Improvements	\$ 31,260.25			
Board of Works	45,978.00			
Waterworks	44,000.00			
Fire Department	18,800.00	11,076.40	232,604.40	15.679
Health and Charity	45,650.00			
Street Lighting	11,500.00			
Police	15,000.00			
Administration	40,600.00			
	\$252,788.25			
Total Expenditure	\$420,229.03	\$18,955.37	\$407,924.15	51.

Revenue for 1952

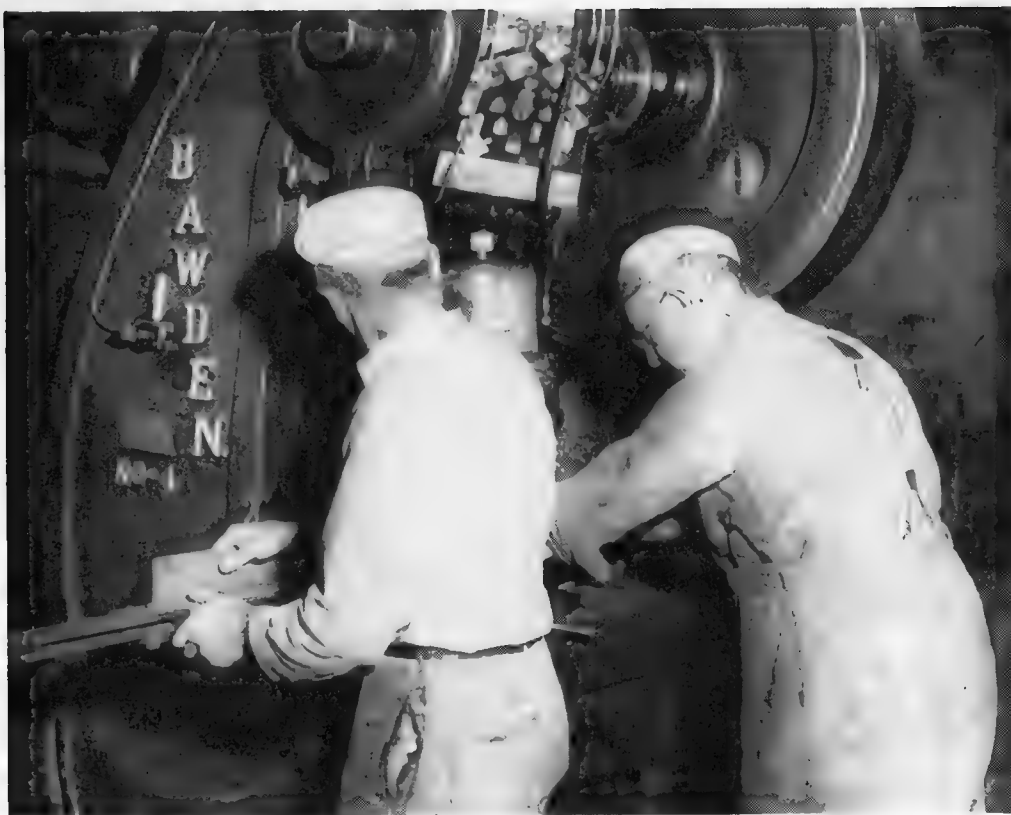
Taxation at 51 mills	\$249,008.57
Sundry Revenue (licenses, building permits, water, utilities, etc.)	138,937.00
Local Improvements	49,861.54
Business Tax—General at 15 per cent	21,493.05
Business Tax—Hotels at 12 per cent	1,332.00
Business Tax—Army and Navy at 6 per cent	24.00
Total Revenue	\$460,656.16

Municipal taxes in the city are comparatively low. The general tax is at a rate of \$29.25 per capita. The total revenue represents a rate of \$54.12 per capita. The city's debt and the assessed value of property are \$33.01 and \$819.17 per capita respectively.

A substantial building program has been carried out in the city since the end of the war. During the four year interval from 1948 to 1951, inclusive, building permits having a value of \$2,775,000 were issued. In 1952 alone, 276 permits were issued, valued at \$1,775,000. The city has been carrying out a substantial program of capital



A stable and adequate labour force makes Portage an ideal location for the manufacture of garments. Work clothing and sportswear are produced in Portage and find a ready market throughout western Canada.



The production of agricultural implements and parts is a natural industry for Portage la Prairie, situated as it is, at the eastern end of Canada's highly mechanized grain belt. Parts for grain loaders, rod weeders and fanning mills are made on this forty ton punch press.

expenditure to improve municipal services. Capital expenditures in 1952 have been: schools, \$250,000; water and sewer extensions, \$127,500; paving, \$58,600.

A comparison of the values of the increases in new construction and assessments reveals that new buildings are assessed at a fairly low rate. The assessment for tax purposes in 1952 was \$6,971,955. This figure is only \$807,500 above the assessment in 1948. From 1948 to 1951, the value of building permits issued totalled \$2,775,000—more than three times the increase in assessment.

A seven man detachment of the Royal Canadian Mounted Police Force, under a staff sergeant, is stationed in Portage la Prairie. In 1951, merchandise to the value of \$1,121.00 was stolen. There were 19 break-ins during the year.

The fire brigade has fifteen members, seven of whom are fully paid, including the chief. Three of the permanent members and one volunteer reside at the fire station. Between fifteen and eighteen practices are held annually.

A by-law, adopted in 1940, provides that six members shall sleep in the fire station every night. At least three are full-time members. The fire chief has full

authority over the brigade, and in addition, may enforce the assistance of any people present at any fire.

Equipment includes a Seagrave automobile combination pump, hose car, and chemical engine rated at 500 gallons per minute, at 120 pounds pressure; an American La France automobile combination pump and hose car rated at 500 gallons per minute at 120 pounds pressure; a Chevrolet one and one-half ton motor truck with hose body, 230 gallon booster tank, Viking pump and 33 gallon chemical tank of the soda and acid type.

Fire alarm boxes, indicated by red lights, are distributed throughout the city. A telephone is reserved for fire calls only. Fire losses over the past six years have been:

1947	\$ 5,631
1948	7,840
1949	59,640
1950	43,581
1951	19,315
1952	24,710

In addition to the building by-laws, summarized in the section dealing with "Sites" on page 17, there are regulations regarding the disposal of refuse and nuisance and stream pollution, which are supervised by the Health Officer.

Social Supplements

The educational facilities in Portage la Prairie consist of two elementary schools with seven rooms, one ten-room elementary and junior high, one sixteen-room elementary and junior high and one twelve-room collegiate institute at which elementary grades are also taught. There are 1,257 elementary and 302 secondary pupils. Thirty-seven teachers are employed to instruct the elementary grades. The collegiate staff numbers fourteen. At the Collegiate Institute, the Manitoba Department of Education, fifty per cent commercial course is being taught, in addition to regular academic courses. The commercial course commences with Grade X and runs through to Grade XII.

Hospital accommodation is provided by the Portage la Prairie General Hospital. The hospital has 70 beds and is staffed by 71 employees including 9 registered nurses and 27 student nurses. Consideration is being given to the formation of a hospital district and the erection of a new 70-bed hospital.

There are fifteen churches in the city. The religions represented and the number of persons in each are as follows: United Church, 2,889; Church of England, 1,591; Roman Catholic, 1,271; Presbyterian, 772; Greek Catholic, 711; Baptists, 242; Greek Orthodox, 141; Lutheran, 136; Jewish, 88; Mennonite, 50.

The Local Council of Women, in co-operation with the City Council, operate and maintain a 10,000 volume library. It has recently been remodelled and moved to new quarters in the City Hall.

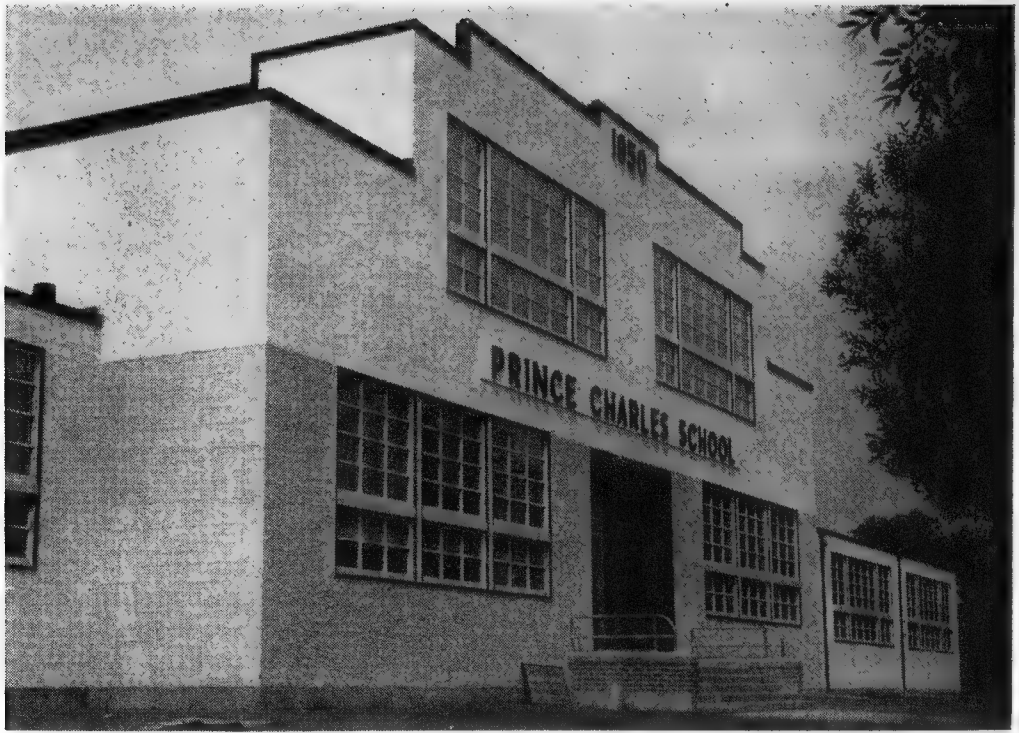
Recreational facilities in Portage la Prairie are unsurpassed by those of any other city of its size. The Portage la Prairie Fair celebrated its eightieth anniversary in 1952. The fair features races, midway attractions and vaudeville, as well as agricultural exhibits and displays by local businesses. The track is regarded as a test track by top racing men all over the continent, with the result that the Portage Fair features some of the finest harness racing to be found anywhere.

The Delta marshes offer unsurpassed hunting grounds for duck shooting. Each year hunters come from all parts of the continent to enjoy the sport. A sanctuary is maintained by Ducks Unlimited to ensure that the duck population won't be depleted.

Delta Beach, north of the city, is becoming a popular resort. Island Park is regarded as one of the best natural municipal parks in the province. Other facilities include a nine hole golf course, tennis courts, swimming pools, boating, Gun Club, Flying Club, Outboard Motor Club, skating and curling. Special events include an Old Time Fiddlers contest in the Fall and a Bonspiel in February. Service Clubs include the Canadian Club, Chamber of Commerce, Elks, Lions and Royal Purple.

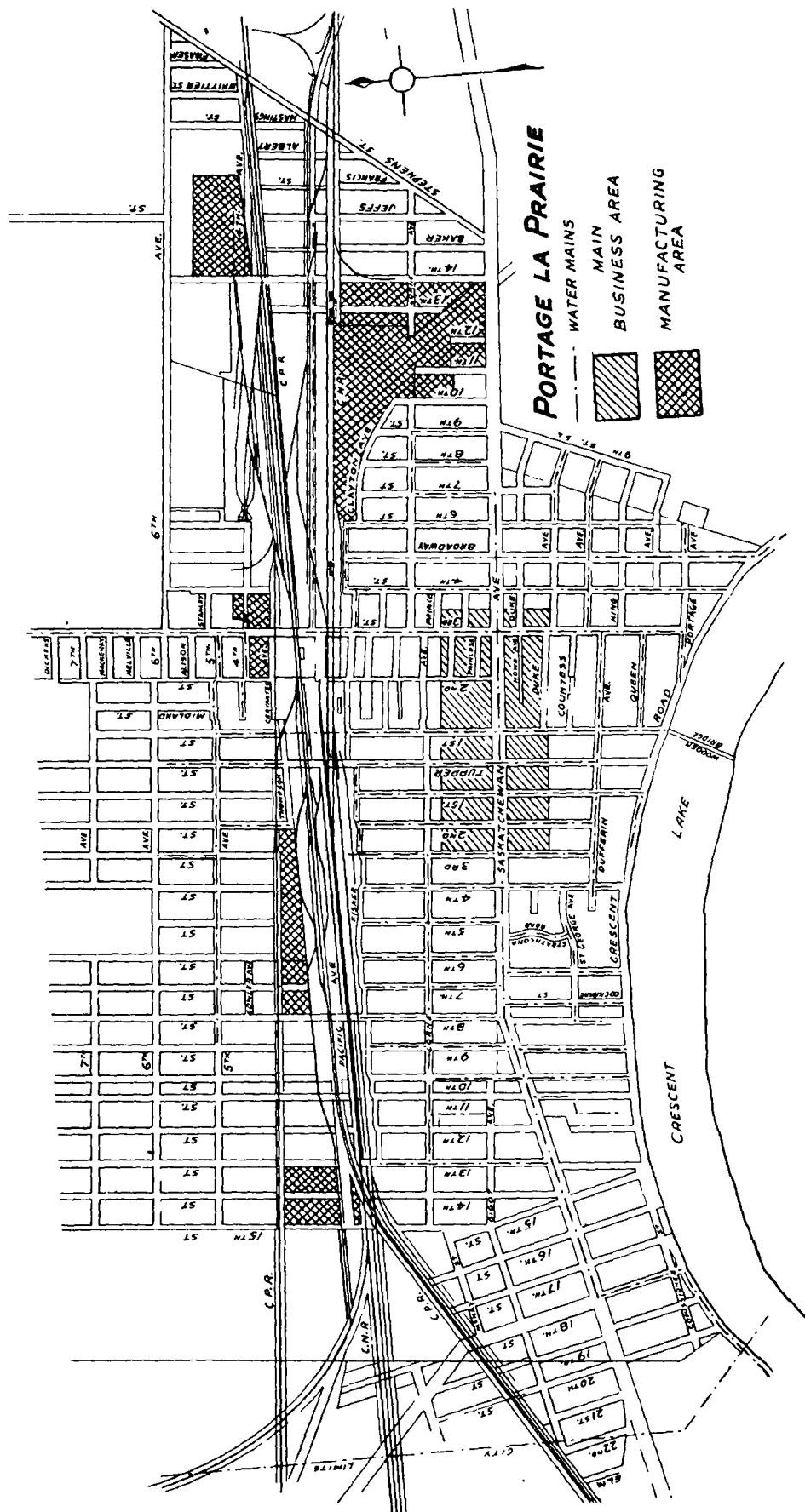


An open air swimming pool operated by a Service Club. This is one example of the way public spirited organizations help to make Portage la Prairie a pleasant city in which to live.



This modern sixteen room school was built in 1950, to cope with the increase in school population, which has resulted from Portage la Prairies' rapid growth during the past four years.





Further Enquiries

For the sake of brevity, some details have been omitted from this publication. Any firm requiring further information, or special data pertaining to any or all of the foregoing topics, may obtain these details from any of the agencies listed below:

The Mayor Portage la Prairie, Man.
The Industrial Development Committee
of the City Council Portage la Prairie, Man.
The Secretary, Portage la Prairie
Chamber of Commerce Portage la Prairie, Man.
Department of Industry and Commerce,
Legislative Building Winnipeg, Man.



THE DEPARTMENT OF INDUSTRY AND COMMERCE IS

at your Service . . .

. . . regarding

Plant Location

The Department will provide manufacturers interested in the possibility of locating in Manitoba with complete and accurate data on all factors related to the establishment of manufacturing operations in this area. Special confidential reports will be prepared at the request of potential manufacturers. These reports will contain detailed information on such factors as market data and analysis, labor supply and wage rates, availability and cost of power, taxation, transportation facilities, availability of sites and buildings and related industrial location data.

Sub-contract or Manufacturing Under License Arrangements

Contact with Manitoba manufacturers will be provided by The Department to firms from outside the province interested in having their products wholly or partially manufactured and assembled on a sub-contract or manufacturing license arrangement.

Location of Agents and Distributors

The Department will also assist manufacturers seeking sales representatives. Contracts with suitable agents or agencies can be arranged for firms seeking representation in this area.

DEPARTMENT OF INDUSTRY AND COMMERCE

Province of Manitoba

LEGISLATIVE BUILDING

WINNIPEG, MANITOBA

